

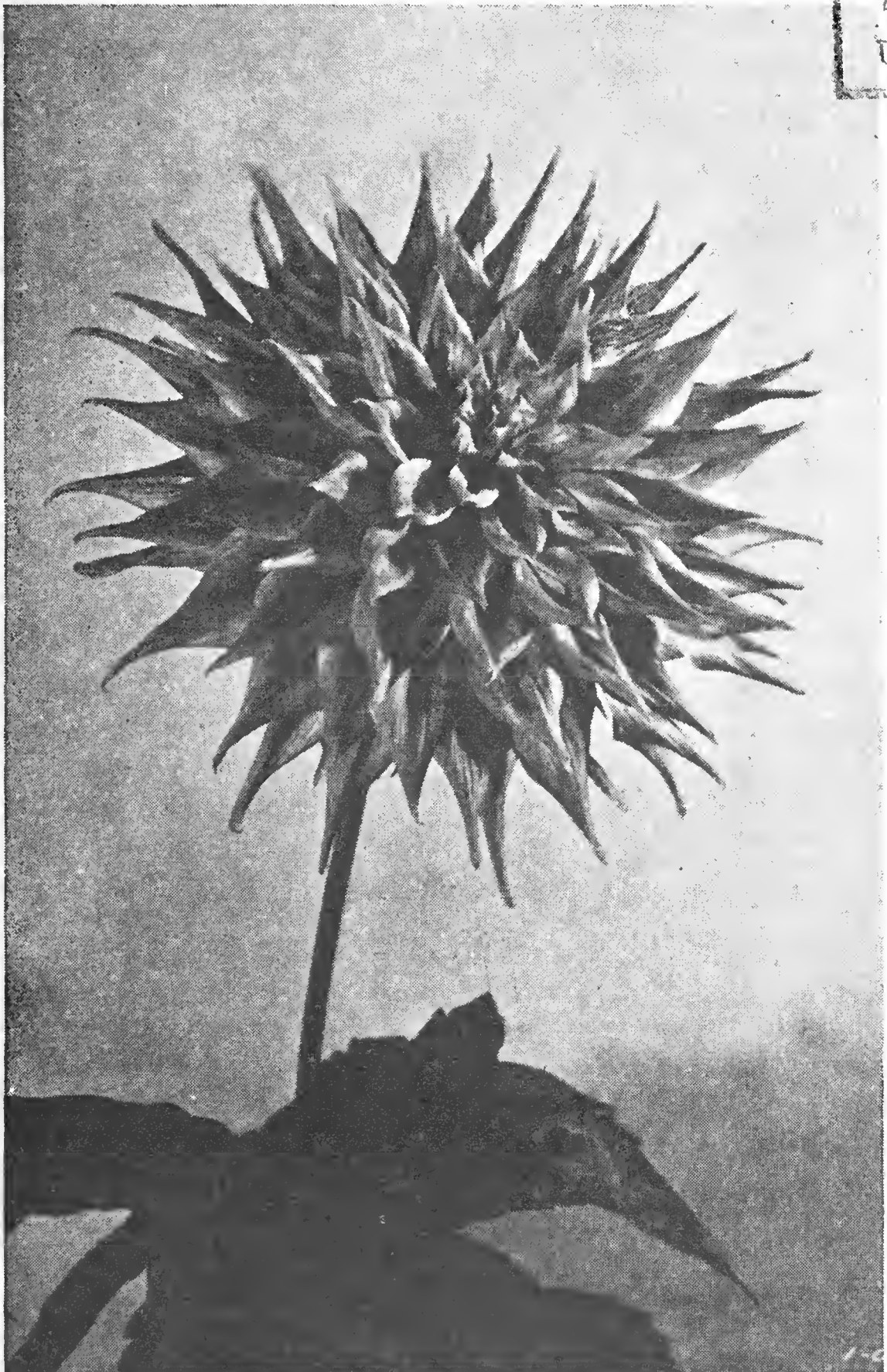
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Success DAHLIA Gardens

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U. S. Department of Agriculture



Giants
of the
Show
Room



Season
1936



CALIFORNIA PEACH

171 FERRY STREET ❖ ❖ LAWRENCE, MASS.

General Information

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by Bank Draft, Post Office Order, or Registered Mail. Remittance must be made by Postal Order from Canada or other foreign countries.

ORDER EARLY and avoid disappointment should your choice of variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to supply.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a green house specially built for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition. **No plants sent C. O. D.**

COMMERCIAL GROWERS: We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

CONDITION OF SALES (Read Carefully): Shipments not made earlier than February 1st. Will not be responsible for stock after acceptance by purchaser, if such stock is to be used for propagating to make green plants or cuttings. We cannot assume responsibility after stock is accepted. All stock sent out will have at least one good strong eye. Do not hesitate to **return stock immediately**, if not satisfactory. We are compelled to do this on account of stock being returned in a decayed condition caused by improper propagation, for which we were in no way responsible. We as usual will send out nothing but first class stock guaranteed to be true to name.

ABBREVIATIONS: .C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I Dec., Informal Decorative; F. Dec., Formal Decorative; S. C., Semi-Cactus; I. C., Incurved Cactus.

Notice: This list cancels all previous prices.

NOTE: We have used the originator's description in describing many of the newer varieties but we are not responsible as to the perfect color description, size or habit of the Dahlia described, as different soils and climatic conditions often cause plants to produce blooms that vary somewhat from color described.

CANADIAN REGULATIONS: To import Dahlias into Canada, a special permit must be obtained from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, Ont. We must know the number of your permit so it can be mentioned upon the parcels and invoices, and require the white mailing tags, issued by the Board to affix to parcels, one for each parcel.

EARLY SHIPMENT NOTICE (Read before ordering)

As we are supplying commercial growers with the best in Dahlias and because of their constant request for early shipments, we wish to state that we use great care to protect any and all shipments so that the shipment will arrive at its destination in the best possible condition. But it is understood that **WE ASSUME NO RESPONSIBILITY FOR INJURY BY FREEZING OR OTHERWISE ON ANY ORDERS SHIPPED BEFORE APRIL 1st.** We advise the shipping of early orders by express, as the express concerns are liable for any kind of loss while in transit. Parcel Post packages are not or cannot be insured against loss by freezing. They are only insured to guarantee delivery at destination, but special attention is given perishable shipments by mail. In all our experience in shipping early orders, very few have failed to reach the purchaser in the best of condition, but still we wish to protect ourselves as many orders are large and very valuable. Therefore we urge again express shipments up to April 1st. Protect yourself by requesting express shipment before the above date.

Our Greetings for 1936

In extending our warmest greetings to those of the Dahlia world at the beginning of another season, we trust the past season brought happiness and that your Dahlias were a success and now you are looking forward to future, making plans for a better garden and adding a few more Dahlias to your collection. It is no easy task to select those new Dahlias for your garden. You no doubt will receive Dahlia catalogs galore and of course all the publishers have put their best efforts forward to secure their share of your requirements, then you no doubt have read in the magazines all about the hundred and one new varieties that are expected to make Dahlia history.

So, I realize that there never was so much confusion in knowing what to buy for the Dahlia garden as at this present moment and there is no yard stick to solve the buyers' problem, except the reputation of introducers, therefore we place our reputation before you for consideration. We urge you to investigate the reputation of the introducer or commercial grower before you make your 1936 purchases.

We have been in the Dahlia business for several years, first and last for a hobby, then it was found necessary to find an outlet for our surplus stock, this was a success, so gradually we have made connections with masters of the art of producing the world's greatest Dahlias, so today we have the undisputed reputation of introducing the largest Dahlias in the world. Our slogan is "GIANTS OF THE SHOW ROOM" and if you see any other grower using this slogan, he is using our slogan, we originated it.

We sincerely trust that you will grow our giants this season, this is almost imperative if you are to compete in the largest bloom classes. Our Dahlias have won more major awards in the show room the past three years than all other Dahlias. Our Dahlias won over fifty percent of all prizes at the San Francisco, California Dahlia exhibition in 1935, a feat never accomplished before in the world anywhere. Our 1936 introductions will measure up to our former world famous introductions, but we urge our customers to order early. Our introductions are so widely known that our stock on some varieties are sold out before our catalog is mailed. This year was no exception in this respect, our root stock of California Peach is now sold out.

In our announcement of new originations last year, we predicted cups and blue ribbons for those who grew them. The show rooms of the world during the past season upheld the prediction and many of our friends are the proud possessors of major awards won with them.

We are again backing our 1936 creations to uphold the name SUCCESS and entitle us to an undisputed claim to the phrase "Giants of the Show Room."

To the newcomer and prospective customer: We solicit your patronage and assure you that your orders will receive personal attention. A trial order will convince you that our stock, our service and our business methods are all designed to make you one of our happy "Ballay-Success Family."

Our advice is: Grow good Dahlias, enter them in the shows and win. If you do not win, give the other fellow a cheer; he had to work hard to beat you.

Let's make 1936, Bigger, Better and Busier.

Bigger Gardens, Better Dahlias and Busier People.

Sincerely yours,

CHARLES G. REED.



MISS GLORY

Produced the
Largest Bloom
at the
Trial Garden
in 1935.

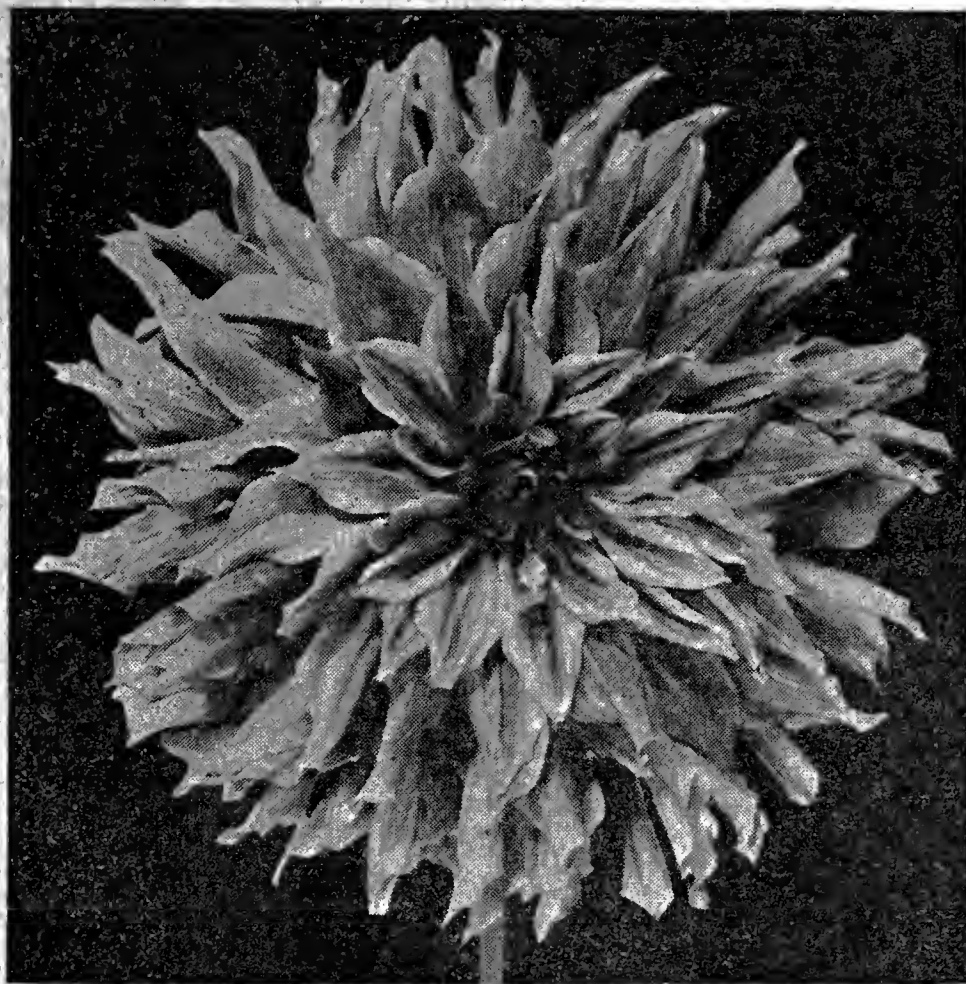
Highest Scoring
Semi-Cactus

Size of Bloom
12 inches

Ballay-Success Super Introductions for 1936

AZURA (Inf. Dec.)—Rosy lilac with a bluish violet sheen. A very large deep flower which can compete in the "largest" class, many blooms measuring 12 to 14 inches in diameter. Plant tall and strong and free blooming and the blooms have a distinctive and interesting formation. This is not "just another rose pink" but the very best in this color range. Winner as Best Undisseminated Decorative at the San Francisco show. We believe this variety will be the dark horse in the largest bloom class in 1936. Watch this giant.

Root.....\$15.00 net
Plant.....\$ 7.50 net



AZURA

CALIFORNIA PEACH (Pink Satan) (Semi Cac.)—Bright coral or peach pink, a pink without any trace of lavender. Reverse of petals a lighter shade. Size and formation of this flower are very similar to Satan. It is a seedling of Satan crossed with Eagle Rock Fantasy and the foliage and general habit of growth are much like the latter. The good qualities of both parents have been improved upon, if anything, in this origination. A great bloom of Satan of rich glowing pink is a dream come true. California Peach was the great sensation at the Boston Show, winning there as the Best Flower in the Show, the Massachusetts Horticultural Society's Medal as the Best New Dahlia, and also the Achievement Medal. Winner also as the Best Undisseminated Semi-Cactus at San Francisco. This variety will prove to be worth far more than we are asking but we do not want to make our prices out of the reach of many real dahlia lovers. As it is not an early bloomer it is well to allow the very spectacular crown flower to bloom for exhibition purposes. Included in all the 1936 Rolls of Honor and we quote below statements of the impressions it made on the world's greatest authorities on dahlias: Mr. Derrill W. Hart in the Flower Grower describes it as "A grand dahlia of real distinction and beauty . . . and a dahlia that will make a high record of winning because of its size and distinction. You

can get a perfect idea of this flower if you imagine Satan in a clear coral pink." Mr. J. W. Johnston in House Beautiful states, "This is a giant semi-cactus, bright coral or peach pink. . . . Its form together with the color makes it a spectacular dahlia and one I feel sure will make its mark in gardens and show rooms next year." A pink Satan in every respect. Root stock sold out.

(See Cover)

Plant \$7.50 net.

CHEROKEE (Semi - Cac.)—Lavender pink with a light center. A positive semi-cactus which in some respects might be described as a very much improved Marion Broomall. Flower is large and deep with plenty of petals and the stems are extra long and straight. Since it is an exceptionally free bloomer it is invaluable as a cut flower and the color appears to particularly good advantage indoors. This is an addition to the rather weak true semi-cactus class that will be well received. Include Cherokee in your 1936 garden and you will always grow it. If you liked Elegance, you will like this one. At the very colorful San Mateo Garden Fiesta a large vase of 25 blooms of Cherokee was one of the big attractions of the show. Plant does best if allowed to branch early by cutting out the center.

Root \$10.00 net. Plant \$5.00 net.

GOLDEN JEWEL (Inf. Dec.)—In presenting this variety we believe that it will meet the approval of those who desire the best in dahlias. It was displayed in an Eastern exhibition in 1935 and was awarded first prize for best undis-seminated dahlia, largest bloom in the show and best dahlia in the show competing against the best in dahlias. Defeating such dahlias as Wenoka, Hunt's Velvet Wonder, Lord of Autumn, Mrs. George LeBoutilier, and Amelia Earhart. This is a very good record for a new dahlia and with such a grand entry into stardom, we believe that it has a bright future. In color perhaps it would belong to the autumn shade class, but it is a very pronounced gold color, it has long stiff stems carrying the bloom well out of the foliage, the plant habit is perfect, wide and branching. Height 5 feet. We have placed it in a price class where it is within reach of all dahlia fans.

Root \$7.50 net. Plant \$3.50 net.

MISS GLORY (Semi-Cac.)—Apricot-yellow. This dahlia has been a close rival of California Peach this season. We cannot say which is the better. It too bears some resemblance to Satan but has finer petalage and is more incurved. Its fine form and the soft, mellow color is quite entrancing. What California Idol is in the yellow decorative class this is to the yellow cactus. It is massive in size, yet an extremely refined flower in every sense. A free and an early bloomer with perfect stems. At Storrs Trial Gardens it received a Certificate of Merit with a score of 86. At Bronx Park Botanical Gardens, New York City, where it was grown under number, it was one of the most popular entrants. In our own display garden it was one of the general favorites. This is a real dahlia with a future. The following extracts concerning Miss Glory are taken from the 1936 Honor Rolls: From Mr. J. T. Johnston's very excellent review in House Beautiful: "This new one is a very large semi-cactus, adding another fine dahlia to this type for the year. The color is a soft

apricot yellow; the petals are well rolled and considerably incurved. It blooms early and freely and has good foliage with long strong stems that support the flower nicely. . . . This dahlia is well regarded on the west coast, three different and capable dahlia fanciers writing me about it." By Mr. Hart in Flower Grower: "Certificate at Storrs, 1935, and winner as best 2-year old at San Francisco, 1934. The color is a luscious pale apricot, and the judges at Storrs generally considered this one of the outstanding dahlias at the trial grounds this year." Mr. Barron in American Home describes it as "most pleasing in decorative arrangements and in the garden." This variety grew 12-inch bloom at Storrs in 1935 and the highest scoring semi-cactus at the trials last season. See Page 4. Root \$15.00 net. Plant \$7.50 net.

MONA LISA (Inf. Dec.)—Purplish maroon. A large and pleasing new dark dahlia that will not fade in the sunshine. One of the first to bloom, and is still going strong at the end of the season. It is particularly useful in that it is just the proper color note to bring out other shades both on display and in the garden. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Then, too, in a collection, all else equal, the blue ribbon goes to the one representing the greatest range of color. Mona Lisa is the best dark dahlia we have seen. . . . Root \$10.00 net. Plant \$5.00 net.

ROMEO (Inf. Dec.)—Brightest scarlet, a color as appealing as the red, red rose. The form of the flower also is particularly attractive and adds much to its beauty. In spite of the common opinion that red dahlias predominate, the fact is that really first-class reds, in comparison with a number of the other colors, are quite scarce. This red is of good size and very satisfactory, and next season we hope to realize something in red, the like of which you have not yet seen.

Root \$10.00 net. Plant \$5.00 net.

We are Exclusive Eastern Introducers of the Famous Ballay Prize Winning Dahlias

It has been a pleasure for us to introduce the famous Ballay introductions for the past few years in all the territory east of the Mississippi River. In that time we have seen a great improvement in Mr. Ballay's creations, especially in size and color. We have in our "Hope Chest" something quite different for 1937, which will be growing in our test garden at Lawrence, Mass., this year, in fact all of Mr. Ballay's new originations are grown here before releasing. You have our promise that we are in a position to keep our customers at the top in prize winning. Mr. C. W. Ballay joins me in extending our best wishes to the growers of our Ballay-Success originations which have proven them to be the "GIANTS OF THE SHOW ROOM," a claim that has never been disputed. Our 1936 wonder Dahlias are described elsewhere in this catalog.

JOIN THE AMERICAN DAHLIA SOCIETY

Yearly Dues of \$2.00 entitles you to the very fine Quarterly Bulletin of the Society.

Mr. Louis C. Alling, Secretary, 251 Court Street, West Haven, Conn.

READ THE MID-WEST DAHLIA NEWS

A live publication devoted to Dahlias; \$1.00 per year.

Send subscription to Mr. D. O. Eldredge, 170 Talmadge Street, Madison, Wisconsin.

New Dahlias of Superior Merit

AMSTERDAM (Inc. Cactus)—Bordering on the semi-cactus type. This large, deep Dahlia we consider on a par with the best red semi-cactus or cactus in existence today. This great big deep red creation will win many prizes in the red division open for all classes in 1936. We have seen some of the new red cactus Dahlias going on the market in 1936 and none can compare with this Dahlia, in size, depth or formation. The bush produces several blooms of exhibition size with no disbranching, or disbudding. The blooms are carried high above the bush on long stiff stems. Our guarantee is behind this Dahlia. Stock limited.

Root \$5.00 net. Plant \$2.50.

ALICE HUME (Dec.)—A full size exhibition variety, the color, golden apricot, is impressive, the stems are good, the plant a strong grower. One of the largest from abroad.Plant \$5.00.

ARARA (I. Dec.)—Really good variegated Dahlias are few and far between, but in this variety, we have seen no equal. It is of exhibition size and free blooming with the best of stems. Our stock is very limited and only one root to a customer. The color is bright snappy orange, splashed with dark red and an overcast of lavender, making it outstanding.Root \$5.00 net. Plant \$2.50.

ALOIS NEELEN (Semi-Cactus)—Reports from abroad state that this variety was outstanding in 1934 exhibitions. Color described as, amber orange red, which make it a brilliant colored Dahlia, fine stems.Root \$2.00 net.

BOSPHORUS (Inf. Dec.)—Deep burnt orange or golden brown. A fine, large, well shaped flower in a color that is new in our experience. It is a dark flower, almost as deep in the orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. We recommend this Dahlia on its color, but it is charming and satisfactory in all respects. This variety should be grown strong from the start like Full Moon and some other Dahlias with stalky habits, it will have a long straight stem and will be immensely attractive when cut. Certificate of Merit at Storrs.Root \$7.50. Plant \$3.50.

CHIEF WHIP (Cactus)—We have read about that grand Dahlia Frau O. Bracht and its winnings here and abroad, also Prachkerl listed on two so called Honor Rolls this season, we have grown both of these Dahlias but we now offer a better Dahlia in Chief Whip. We consider this one of the best Dahlias that we have ever grown. Many 10 inch bloom will be found on one bush just covered with bloom held erect above the bush on perfect stem. Color is primrose yellow. We guarantee this Dahlia to make good.

Root \$5.00 net. Plant \$2.50.

CALIFORNIA ROSE (Inf. Dec.)—Clear bright rose. Exquisite coloring, large, tall-growing, describe in a few words the salient features of this unusually satisfactory new Dahlia. California Rose is also included in Mr. Hart's 1934 Dahlia Review. For a number of years, Mr. Hart, in his annual Roll of Honor, has been able to select with remarkable accuracy the future Dahlia favorites. We quote Mr. Hart's statement: "One of the most beautiful of the novelties, and I must assume it was not shown in California or else we would have heard more about it. A bright salmon rose and a particularly beautiful flower for cutting. It was the best keeper I had on trial this year. Flower large, but extremely graceful." Awarded certificate at Storrs, Conn. Trial Garden in 1935. A sensation at the New York show in 1935, shown by amateur grower and winner of many prizes.

Root \$7.50. Plant \$3.50.

CALIFORNIA IDOL (I. D.)—Clear bright self-colored yellow. The accompanying picture was sent to us by one of the best amateur growers in Los Angeles. Many other excellent reports have come to us. A customer in South Carolina writes it is the best Dahlia he ever grew and that it will be a long time until anyone else puts out a Dahlia equal to it. From Ohio we are informed that it was one of the few outstanding Dahlias of last year's introduction. A man in Kentucky who grows all the new ones has written that it was the best in their garden and the best Dahlia they ever saw. At the San Francisco a 15-inch bloom won as the Largest Flower in the show and it was also the Best 12. In several Eastern shows it won as the Best Specimen Bloom in the Show. Scored 89 points at Trial Garden, 1935. Last year it received the Achievement Medal at Boston and was the Best Undisseminated 3-year old at San Francisco. It was also included in both the American Home and Mr. Derrill W. Hart's Honor Rolls, Mr. Hart describing it as follows: "This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as best 3-year old seedling. At Boston it won the Achievement Medal as best undisseminated Dahlia. It was one of the outstanding varieties at Storrs this year. It is a fine grower with a deep flower of clear glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes." California Idol is one of the truly great Dahlias. The growth of the plant is ideal. Average height is about 5 feet. Blooms early and freely. Foliage clean and attractive. Keeps well when cut.

Root \$10.00. Plant \$5.00

(See Page 11)

DAYBREAK (C.)—A very large cream cactus, flushed carmine. Here is a winner.Plant \$3.50 net.

DON JUAN (Semi-Cac.)—Scarlet orange with a reverse of lighter orange. This is one of the truly spectacular varieties and should add to the fame of Bally-Success Dahlias in the "Giants of the Show Room" class. If you have a crown flower of Don Juan for the show you will be hard to beat. Later flowers will be very numerous and large but an occasional one may have a crook in the stem. This variety is a true semi-cactus with the center rows of petals rather broad and spreading, but with the outer rows decidedly rolled and well incurved. Color is just about as bright as it is possible for a color to be. It has brought favorable comment from those who have seen it growing, and from the exhibitor's point of view we consider it one of the most sensational of the year's introductions. Don't pass up this super-dahlia. Root \$7.50. Plant \$3.50.

DRESDEN (Inf. Dec.)—Clear pink lavender. Here good color is again very much in evidence. The lavender is plainly of the rich pink tone throughout the flower and is in no sense a bluish lavender. This rich coloring is well supported by large size, full formation and a matchless stem.

This 1934 introduction was a much improved Dahlia the past season growing in our home garden. I know of very few Dahlias that can match this creation and it should be in every first-class collection. To grow it is to love it.

The above is a clipping from our 1935 catalog. Just to prove our description was correct, we sent this variety to the Dahlia Society of Ohio Trial Garden in 1935 and it secured a certificate by scoring 88 points. Our introductions make good.

This variety also received certificate at Storrs Trial Garden in 1935.

Root \$2.50 net.

DRUM MAJOR (For. Dec.)—Pale gold with a reverse of deeper gold. A very, very tall Dahlia, standing head and shoulders above all the rest, and very large and showy. Not an early nor particularly free bloomer, but all flowers are perfect on extremely good strong stems. Have you ever needed some large flowers on 4-foot canes to top off your exhibit? This variety will serve that purpose and may win a prize for you too.

Root \$5.00. Plant \$2.50.

ENID CRANE (Inf. Dec.)—The English introducers consider this their best introduction. Another yellow but very deep tone with the best of stems. Flowering habits the best.Plants only \$4.00 net.

FREDA GEORGE (I. Dec.)—A fine new creation with a different color, large and of good form, with perfect stems. Color cream overlaid helio, deepening at tips.

Plant \$3.50 net.

GLAMOUR (Inf. Dec.)—Bright apricot overlaid with sunset pink. This is one of the finest of our new introductions, a 12-inch flower with perfect form and delightful color. The color resembles somewhat Chautauqua Sunset and the stem is long and the plant well branched. As we are writing this on Nov. 12th, there

are still many large closed-centered flowers on the bushes that we are cutting to sell.Root \$5.00. Plant \$2.50.

GOLDEN AGE—A fine addition to the semi-cactus class. The large flowers are of the most pleasing burnt-amber-orange shade. The graceful formed flowers are carried on long stiff wiry stems. One of the outstanding varieties from Holland and a big prize winner.

Plant \$2.50 net.

GOLDEN PRINCE (I. Dec.)—A very large beautiful Dahlia of exquisite form and coloring, being gold, flushed garnet. Strong stems, long and stiff.

Plant \$3.50 net.

GRANDEE (I. D.)—Light nopal red shaded orange yellow. We have had reports of this Dahlia having been grown over 16 inches. One man in Southern California writes that he has a bloom of Grandee over 16 inches by actual measurement and that it was not a terminal flower. There were three other flowers on the bush at the same time, all of which were very large. It has won as the largest flower in a number of shows. Last year it was largest both at the Los Angeles and Long Beach shows, and previously at the California Flower Festival. A report from Holland stated that it was the largest American importation. In 1933 it received the Achievement Medal at San Francisco and the same year was described by Mr. Hart on his Roll of Honor as follows: "'Great' is indeed the right adjective to use here. A very large flower of a striking combination of Spanish red and golden yellow. . . . It has individuality." Grandee is a model exhibition Dahlia. Height of plant is about 4 feet. A free and early bloomer. The accompanying photograph will give you some idea of its appearance.

NOTE: We have never grown a Dahlia that will produce as many large bloom, throughout the season as Grandee. Keep this plant free from buds until it reaches the height of at least three feet or you will have a very dwarf plant with plenty of 14-15 inch bloom.

Root \$5.00. Plant \$2.50.

GRAY DAWN (I. Dec.)—One of the outstanding Dahlias in our garden. It has size aplenty, but it's the color that makes it a standout. It is gray, or at least that is the nearest description that seems appropriate for this variety. The slight lavender tinted center adds to its beauty. Perfect stems, flower facing.

Plants \$2.50 net.

GREAT EMBLEM (Dec.)—A beautiful tomato red Dahlia which produces huge blooms facing on perfect stems.

Plant \$2.50.

KOONGARRA BEAUTY (Dec.)—One of the largest, deepest decoratives ever offered, can be grown 12 inches in the originators description. Color, deep golden bronze.Plant \$3.50 net.

KOONGARRA PRINCE (I. Dec.)—Originators description: "One of the finest Dahlias ever originated. Color, gold, flushed salmon, with bronze center. Of perfect form and depth, extra broad and long. Winner of certificate." This is a very large variety. Plant \$3.50 net.

LEIDEN'S ELEGANCE (C.)—Bright crimson to deep cinnabar, perfect cactus as regards to form. The flowers are produced in great abundance on long wiry stems. champion. Stock limited.

Root \$5.00 net. Plant \$2.50.

LEMONIA (Cactus)—This variety needs little introductory description, as it is the most talked imported Dahlias to date. It has won many prizes including the New York show in 1935. Color, yellow, free blooming.Root \$3.00.

LITTLE DREAM—This very beautiful small pink cactus is one of the very latest creations and has made hundreds of friends in the very short time it has been obtainable. It won the highest honors abroad in 1934 and 1935. Our stock is very limited.

Root \$2.00 net. Plant \$1.00 net.

LITTLE SNOW QUEEN—Another very small white cactus almost an exact duplicate of Little Dream, except in color. The best of stems and surely is a queen. Stock limited.

Root \$2.00 net. Plant \$1.00 net.

LUCRETIA (I. Dec.)—Here is a Dahlia that grows as large naturally as any Dahlia that we have grown with two exceptions. It grows larger and produces more enormous bloom at one time than our famous Murphy's Masterpiece. We do not know how large it can be grown for exhibition bloom, but we are sure that none will be disappointed in growing it. Color, ecru heavily flushed begonia pink, or perhaps a pale buff would describe the color better. The stems are perfect, long and stiff. Mr. Hart has seen this Dahlia and pronounced it "Some Dahlia." Stock limited, only 25 roots for sale this season. Money back if it is not better than my description. ..Root \$10.00 net. Plant \$5.00.

MAJOR C. C. MESSERVY (Inf. Dec.)—This grand Dahlia was awarded the prize for best origination in England at the National Dahlia Exhibition in England in 1935. The flowers are of good size, growing naturally up around 11 inches on the best of stems. Several exhibition bloom may be cut from one bush. Color yellow. Plant only \$5.00 net.

MRS. RICHARD TWYFORD (C.)—A fine addition to this class, bright scarlet in color, flowers carried on excellent stems, the plant is a sturdy grower, it will be a popular exhibition variety.

Plant \$5.00.

MAVIS JONES (F. Dec.)—One of the largest in size. The plant is vigorous and the stems are long and strong, color, beautiful shade of golden salmon, suffused bronze making it a fine exhibition variety.Plant \$5.00.

MAY DAY (Inf. Dec.)—Rosy pink, lightly touched with gold. A variety of medium size that is an exceedingly prolific bloomer. Pleasing formation and excellent coloring that everyone loves. It will never win as the largest flower in the show, but with a few plants it would not be hard to have a vase or basket of 12 or even 25. At the California Flower Festival, where our display again received the First Prize, a large bowl of this Dahlia combined with the maroon colored blooms of Domino was a novel arrangement and one that attracted a great deal of attention. Certificate of Merit at Storrs. Root \$5.00. Plant \$2.50.

NORTH STAR (Semi-Cac.)—Light yellow. If this Dahlia were finer petaled, it would belong to that rare class of cactus called straight. The regularly formed flower is at once suggestive of a star. Size and stem are good and it is another that will supply many good flowers until late in the season. Furthermore, it is a good keeper and we do not hesitate to recommend it as a very useful and beautiful cut flower.Root \$5.00. Plant \$2.50.

PRACHTKERL (Inc. C.)—Bordering to semi-cactus. Color, clear primrose yellow, with good stem. On 1935 Honor Roll.Root \$4.00 net. Plant \$2.00.

PINK SPIRAL (Inc. Cactus)—On Mr. Hart's Honor Roll, 1935. Here is his description: "I believe that this Holland novelty will reach general popularity, and it certainly is among the best of the new foreign introductions. The color is peach-blossom pink, with a touch of primrose at base and center of the flower. The petals have a tendency not only to incurve, but to form a complete spiral arrangement around center."Root \$3.00 net.

SCHONE DUSSELDORFERIN (I. Dec.)—One of the best bicolor Dahlias that we have ever seen and it produces an abundance of exhibition bloom throughout the whole season. The color is crimson red at base of petals, with pure white at tips of petals. It's new and unusual. Try it.Root \$3.00 net. Plant 1.50.

SNOWSTORM—A new white that is of very large size. It is formal decorative in type, a remarkable fine flower, very deep in build, while the color is pure, the stems are long and rigid. Will make a fine addition to any collection.Plant \$5.00.

SHENTENCHI (Inc. Cactus)—The first Japanese Dahlia to be listed on an honor roll in this country. Here is Mr. Hart's description: "It was shown in Camden and at New York. It is a true incurved cactus type, with petals curving all the way to the center of the flower. The florets are narrow and completely revolute. Color is dark maroon on blooms about 7 to 8 inches." We have grown this variety three years and it has been a great favorite with our visitors. Nothing like it when compared with any other Dahlia.

Root \$5.00 net. Plant \$2.50 net.

TAPLOW COURT (I. Dec.)—This is one of the largest new varieties from abroad. We are the first growers to list this Dahlia in this country. The color and its great size made it a standout in our garden in 1935. Color is a blazing orange giving it a bronze effect.Plant \$5.00.

TRAUER UM LANGEMARK— This is perhaps the best dark colored cactus Dahlia coming from abroad. It surely is far above the average for size, as many 8-10 inch bloom may be cut from one bush, held erect on the best of long stiff stems. Unusual color, deep mahogany-red- nearly black-colored. In formation it is nearer the incurved type. A big winner abroad. Root \$5.00 net. Plant \$2.50.

YELLOW SURPRISE (Dec.)—A large yellow that made many friends abroad. It is on the darker shade of yellow. Good stems. It is indeed a surprise to those who grow it. Stock limited. Try it.
Root \$5.00 net. Plant \$2.50.

WHITE ABUNDANCE (Dec.)—A pure creamy white and considered the best from abroad of its color. Received very favorable comments at Bronx Park the past season.Plant \$2.50 net.

WAYVILLE BEAUTY (F. Dec.)—A white variety of this form is desired in any first class collection. It is large, great depth, and perfect formation.
Plant \$3.50 net.

Facts Are Facts

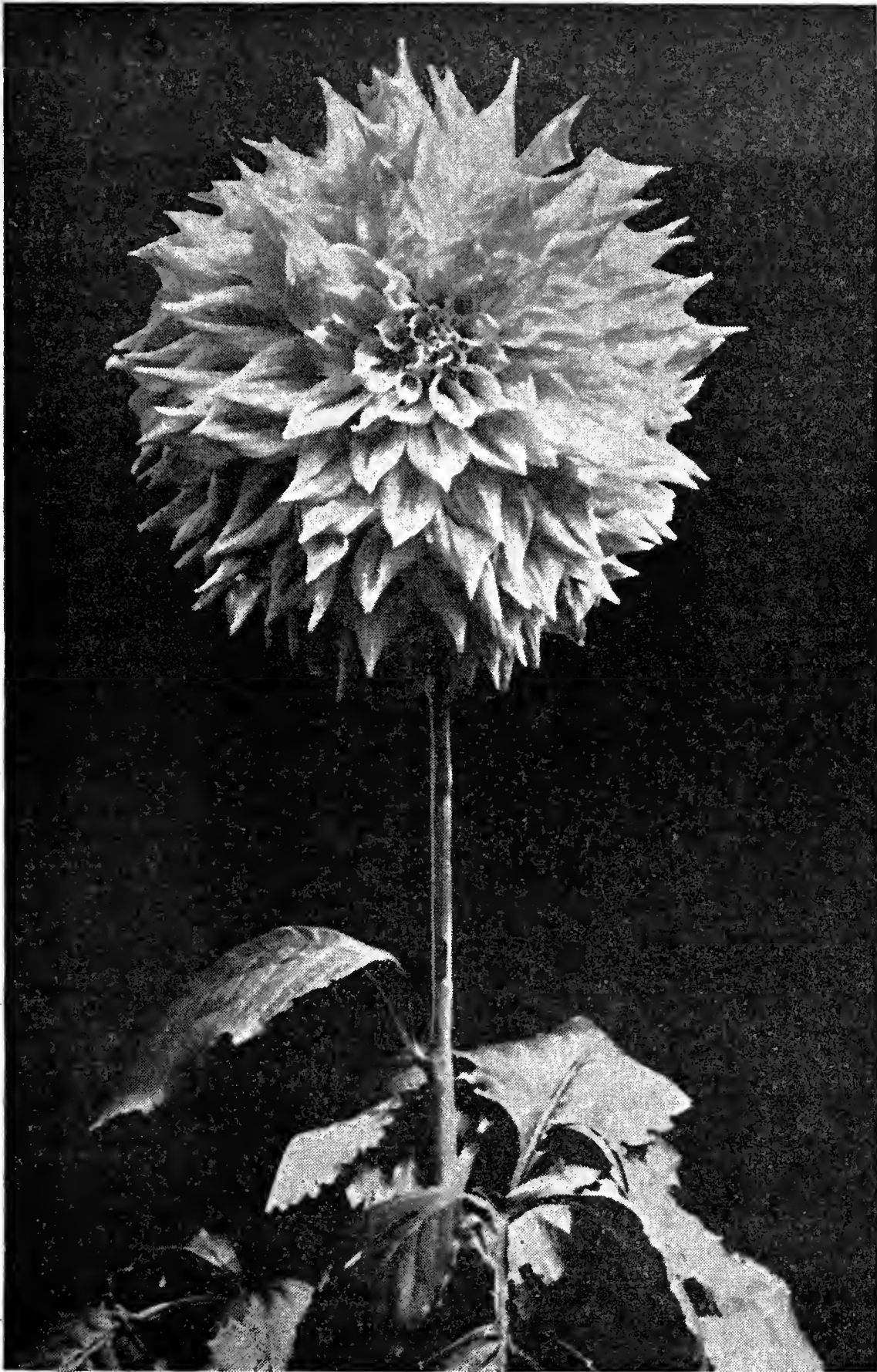
In former catalog we have devoted pages to inform our customers about the winnings of major awards throughout the Dahlia world by our introductions, but the steady growth of such winnings have made it impossible to continue the publishing of all such events, we will however, mention a few high spots. Perhaps the outstanding introduction last season was "California Idol" but being one of a few Dahlias retailing for \$25.00 per root, it was not universally grown, however, it was a stand-out where ever grown. Here are a few comments from well known growers, who have grown this variety: G. H. Washburn of Kokomo, Ind., writes "California Idol" grew fine for me and I think it is the best yellow to date. I predict that it will win more first prizes next year (1936) than any other Dahlia, except "Murphy's Masterpiece." Rev. B. L. Knight, Conway, S. C., writes "California Idol" has just come into full bloom. It is the greatest yellow Dahlia. Beautiful beyond words, strong, prolific. I have over forty of the leading varieties in my trial gardens here and in the country, among these are the leaders in the last Honor Rolls. When I say a dahlia is great, it's great! The above letter was written on June 7, 1935. Here is another statement from Mr. Knight in his letter of July 18, 1935. "I think I have grown or seen the world's leading Dahlias.

"I have over forty of the leaders of top notchers, and I say after due consideration that 'California Idol' is the best of all. It is early, prolific, hardy, large, of perfect formation and on the best of stems with ideal foliage and exquisite color. I'd like to see a Dahlia of any other color as good." On October 28, 1935, Mr. Knight writes, "'California Idol' has kept ahead of all other varieties in my garden this season." November 9, he again writes, "After years of growing Dahlias and knowing the best, I still say that if I had only one choice, it would be 'California Idol'." Morgan T. Riley in his article "How Large Are Dahlias," in the September, 1935 issue of The American Home Magazine, he mentions two growers who grew "Murphy's Masterpiece" over 17 inches, the largest bloom in the world, the second largest was another of our introductions, "Satan", that was grown 16¾ inches, he also mentions a grower who had one plant of "Eagle Rock Fantasy" with five bloom on, and four of these measured over 13 inches and the other bloom measured 16¼ inches. In this article he mentions about a certified measurement of 16-inch bloom on a bush carrying seven other bloom of "Margaret E. Bloomall." Mr. Riley also tells about Grandee being grown 15 inches. He found in his survey that our introductions had produced 17, 16¾, 16¼, 16 and 15 inch bloom or an average of over 16 inches per bloom. He selected twelve of the largest known bloom in the world and six of these were our introductions. **THIS IS A WORLD'S RECORD.** No other introducer had more than one variety in his article. At the Canadian Dahlia Society, 1935 show, "Murphy's Masterpiece" won for largest bloom in the show, "Satan" first for best semi-cactus and our "Cadet" won second prize in class No. 10, in class No. 34, best semi-cactus was won by our "Palo Alto" and other prizes was won by our varieties.

National Association of Commercial Dahlia Growers, Inc.

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Secretary, Assinippi, Massachusetts.

CHARLES G. REED
Organizer and Past President.



CALIFORNIA IDOL

We Want Photographs

Photographs are interesting, therefore we are anxious to have our customers send in photographs of the following varieties: Azura, California Peach, Cherokee, Miss Glory, Mona Lisa, Romeo, Golden Jewell, California Idol, Margaret E. Broomall, California Rose. We prefer to have a child holding the bloom, like the photograph of Major Messervy on Page 20 in this catalog, or a young lady holding the bloom of Margaret E. Broomall as on page 12. We will give a \$5.00 root of our selection to the persons who send in photographs that are acceptable to us for our 1937 catalog. Send in your photographs. Try and bring out the size and formation of your flower.

MARGARET E.

U. S. Patent



This photograph is our famous Dahlia,

MARGARET E. BROOMALL

that was shown in our display at the New York Dahlia exhibition in 1935. It was the largest Dahlia in the show (14¾ inches) and was grown by a customer, Mr. Clinton Terwilleger, Mahwah, N. J. Perhaps you saw it in your local paper as it was published throughout this country. No other Dahlia ever received the publicity that "Margaret" received in the daily press in 1935. This photograph is published in this catalog by consent of the photographers, the World Wide Photo Co., Inc., New York City.

HOLDS WORLD'S RECORD FOR LARGEST BLOOM AND HIGHEST SCORE IN ANY TRIAL GARDEN. THIS WAS ACCOMPLISHED AT A. D. S. OFFICIAL TRIAL GARDEN, STORRS, CONN.

AMERICA'S DAHLIA—The growers of the world are demanding this Super-Dahlia, but the American growers will be served first. Why not grow the WORLD'S BEST? Here it is. Order now and win that major prize.

No orders for Margaret E. Broomall will be accepted unless the enclosed SPECIAL MARGARET E. BROOMALL ORDER BLANK IS USED. Save time and make sure of getting your order filled by using the special blank.

Read carefully condition of sale on special order form before ordering.

STRONG DIVISION	-	-	\$25.00 Net
PLANT	-	-	\$15.00 Net
TWO PLANTS	-	-	\$25.00 Net

BROOMALL

o. 36

THERE may be as large Dahlias but they are not white and there is something about this great big white that visitors at our garden can't get away from after seeing it. This variety has won the very highest awards in this country, we mean by this, such prizes as \$100.00 in cash for the largest and most perfect bloom open to all. Other growers have searched the world over to find a better white Dahlia over a period of five years and they are still searching, in the meantime Margaret is still supreme. We are convinced that we used sound judgment in having this wonder Dahlia patented. Commercial growers admit it is the best Dahlia, but the patent does not permit resale of this Dahlia at the present time, however, there are many growers who are taking the major awards in the show room with this variety and deriving much pleasure in growing a Dahlia that is so different than their neighbors. It has been grown to 16 inches, growing naturally with many other bloom on the same bush. This is a certified measurement and not hearsay. Many experts have expressed their sincere opinions that it can be grown up around 20 inches and it has a stem that will carry any size flower. Why was this variety selected by the World Wide Photo Company out of thousands of the very latest new creations at the New York show, to photograph and broadcast throughout our land? Just one reason is the answer, it was the most striking bloom in the whole show and the largest by inches. They don't photograph the ordinary subjects, therefore they photographed Margaret always the unusual in Dahlias. Why did the leading newspapers use this photograph in photogravure in their Sunday editions in addition to the daily papers, because it was appealing, the unusual.

A FEW STATEMENTS

On file at the Patent Office at Washington, D. C., there are sworn statements made by America's most select group of Dahlia experts. Here are a few extracts from them:

Derrill W. Hart: "Because of color, size, beauty and form, wins the largest and most perfect bloom prizes."

Dr. Marshall A. Howe: "An outstanding white, such as this is, has been a desideratum for years."

George W. Fraser, President, American Dahlia Society. "A model for other new varieties to be judged by."

Prof. Roland H. Patch: "The most outstanding Dahlia in the Garden." Referring to it growing at Storr Trial Garden.

W. L. W. Darnell: "Margaret E. Broomall is the best Dahlia ever produced."

Thomas Leavitt, Secretary National Association Commercial Dahlia Growers: "I consider its production a great horticultural feat."

J. A. Kemp: "In my opinion there is no other Dahlia like it, nor none as good."

William B. Sweeney, Trial Garden Committee: "It produced the largest blooms, combining beauty of petalage, perfect form, utterly lacking in coarseness, the writer has ever seen."

Conrad Frey: "I dare say, this is the best Dahlia that I have ever seen."

It is a great tribute to these experts that after five years have elapsed since these statements were made, their predictions have proven true, as Margaret E. Broomall is still the world's greatest Dahlia, not by hearsay but in actual competition under the world's most competent judges. We could go on telling the reader about this great big white, with perfect stems, and fine growing habits, but the words of the above experts should be more convincing than pages of what we could write.

New and Standard Varieties that are Champions in Garden and Show Room

ALBATROSS (I. Dec.)—Soft cream shading to greenish yellow at the center, in cool weather the tips of the petals sometimes being lightly touched with apple-blossom pink. This new Dahlia is large as all popular new Dahlias must be, it has delightful and unusual coloring, and the foundation is strikingly distinctive with petalage suggestive of the water-lily.

Root \$3.00.

ADIRONDACK SUNSET (I. Dec.)—Much publicity given this Dahlia last season. The description is given as follows. Three distinct colors, vivid scarlet, shading to bright yellow, with gold reverse. Honor roll in 1934.

Root \$10.00. Plant \$5.00.

AMERICA SWEETHEART—A large yellow that is well known by publicity given it last season. Honor roll in 1934. Also awarded prize for best New Jersey introduction in 1935.

Root \$10.00. Plant \$5.00.

ARELDA LLOYD (Inf. Dec.)—This sport of the celebrated Jane Cowl lived up to our description in every way the past season and nothing but the highest praise has come from those that grew it. Arela Lloyd is more yellow. Arela Lloyd bids fair to be as good as her parent, Jane Cowl. It is described in the Trial Garden report as follows, "A deep soft shade of yellow with a slight flush of pink on ends of petals, reverse a clear yellow with pink veining." Scored 86 points at Storrs' Trial Garden. Field grown stock guaranteed to make good. Root \$4.00. Plant \$2.00.

ALTMARK (S. C.)—A very beautiful rose colored flower. Fine stems holding bloom erect above foliage. Root \$2.00 net.

BABY ROYAL—A miniature that is a little sweetheart. Winner of the Gold Medal in England. The exact color is flesh-pink on yellow ground or at base of petals. It is of decorative type.

Root \$1.00—Three for \$2.00.

BETTY COLTER (I. Dec.)—Derrill W. Hart describes this variety on the American Home Honor Roll for 1931 as follows, "One of our favorites among the new Dahlias. The color is distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals."

Root \$1.00—Three for \$2.00.

BUBBLES OF HILLCREST (Inf. Dec.) This is a giant and of an unusual color which is magenta of a different shade.

Root \$2.00.

CHARLES G. REED (F. Dec.)—Purple red. Best Dahlia exhibited at National Show in England, 1935, also 1932, double champion. Has won numerous prizes and is the Roll of Honor Dahlia.

Root \$1.50—Two for \$2.00.

CHAUTAUQUA REGAL (F. D.)—The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems and facing the sky.....Root \$2.00.

CHAUTAUQUA SUNSET (F. D.)—Most pleasing in color as it is a wonderful blending of sunset colors, gold, shaded old rose and coral. A great exhibition Dahlia. Growing habits are excellent with strong, straight stems and dark green foliage.....Root \$2.00.

CLARA BARTON (I. D.)—An immense bloom facing slightly upwards on a long, straight stem, twelve inches to first set of leaves. Face of petals silvery orchid, reverse of petals deep lavender, general effect lavender. Bush growth medium height; a very prolific bloomer that never stunts.Root \$2.00.

CADET (Semi-Cac.)—One of our best 1934 introductions. A light primrose yellow. It has plenty of size, the best of stems and is outstanding in any collection. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower.

Root \$5.00. Plant \$2.50.

CAMEO (Inf. Dec.)—A Dahlia sufficiently different in coloring to justify its presence. Color coral-rose, shading to rose pink on reverse, with golden sheen on face of petals, glowing beautifully under artificial light. The blooms are of very large size, with great depth, and are held facing sideways on long stiff stems, well above the foliage of the medium growing bush, which is sturdy and robust in growing habits. Blooms keep well when cut, and are ideal for exhibition, winning many prizes at the shows. Height four to five feet.Roots \$1.50.

CROYDON BEAUTY (Inf. Dec.)—This is one of the most charming English Dahlias we have ever had the privilege of growing. Color a glistening butter yellow, and heavily laden with a golden sheen. The flowers are of good size, the petals being nicely pointed, and a form of sheer beauty. They are held facing sideways on good, stiff stems, well above the strong, growing bush, an early and very prolific bloomer, and a good keeper when cut. Height five feet. Roots \$1.50.

CELESTE (Dec.)—Lilac pink overlaid with carmine. A very handsome large flower.Root \$1.00

DIXIE CARDINAL (F. D.)—This very large Dahlia is a most charming new variety. The stem could be a bit stronger to carry all the monster bloom erect. In

some gardens the stems are perfect. The real beauty is not only in its size but in its Flaming Salmon that attracts all Dahlia fans.Roots \$2.00.

DONNA CALIFORNIA (Dec.)—Deep rose pink suffused with lavender. The color is not new, but it is doubtless the largest Dahlia by far of that coloring.

Root \$1.00—Three for \$2.00.

DR. JOSEPH SCHEINER (Semi-Cac.)—Here is a Dahlia that is a real as well as distinctive novelty, not only on account of its large size and great depth, but by its formation, which resemble hugh chrysanthemums and attract everyone to it. The color is a soft lilac and overcast with a soft rose glow, the huge blooms are held erect, facing the heaven on top of good, strong, stiff stems, well above the medium growing plant.

Root \$3.00 net.

DOROTHY STONE (I. Dec.)—A most outstanding Dahlia in every way. It is a huge decorative of a deep, pure pink.

Root \$1.00.

DUCHESS (I. Dec.)—A very fine yellow with white at tips.Root \$1.50.

DOKOUPILS GIANT (Form. Dec.)—The blooms of this variety are large and deep, and has a color all its own, a soft lilac rose. The flowers are held erect at a forty-five degree angle on exceptionally strong, cane-like stems, on an exceptionally strong, vigorous, growing bush, height about five feet. For a large flower it gives many blooms. A grand Dahlia. Won largest in show, 1935.Root \$1.50.

DOKOUPILS TRIUMPH (Inf. Dec.)—We believe this to be one of the largest varieties ever sent here from Europe, as can be attested to by those that saw this variety at the recent N. Y. Show. Color a light straw, with a faint touch of rose at the center, the blooms are held at a forty-five degree angle, on strong, sturdy, cane-like stems, well out of and above the bush, with heavy, leathery, insect-resistant leaves. A good prolific bloomer, and a grand variety for either the garden or for exhibition purposes. A good strong grower, with self-branching habits. Height five feet.Root \$2.00.

DIXIE ARISTOCRAT (I. Dec.)—A new Dahlia of very large size. The large blooms are carried erect on the best of stiff, long stems. Height of plant about three feet. Try this one. Lavender in color.

Root \$2.00.

EAGLE ROCK FANTASY (I. Dec.)—There are a very few Dahlias that never seem to grow old and this is one of the few. It was impossible to keep a record and yet with all the new creations since this Dahlia was introduced in 1930, it still was awarded the largest and best bloom shown by amateur in England, 1935.

Root \$2.00.

ELEGANCE (Semi-Cac.)—Center and tips of petals yellow, body of flower glistening coral. A noticeable swirl to the petals is also reminiscent of certain English type cactus varieties of some years back. It is a full, deep flower with ideal habits.Root \$3.50.

EUGENIA BALLAY (Inf. Dec.)—Rich Cream. This Dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show and can always be counted on to exhibit to good advantage.Root \$2.50.

EDWARD G. BARNES (Inf. Dec.)—This is a grand imported variety that has quality blazing forth in every way, the habits of the plants are perfect, the finest of long stiff stems, but the real attraction is its color, cream at center to pure white. It is massive in size.

Root \$3.00.

ELLA BRUIDEGOM (Semi-Cactus)—One of the very best varieties for the garden and cut flower requirements. Color deep salmon rose. Bloom are about 5-6 inches and are held erect far above bush on long stiff stems.Root \$1.50.

FLORENTINE (For. Dec.)—Bright mallow purple. Many new colors appear but the problem is to get the outstanding colors in a flower that shows equal advancement in other respects. Root \$2.50.

FRED SPRINGER (Dec.)—This is truly a Dahlia suitable for a hedge as it only grows about the height of two feet and is completely covered with medium size blazing red bloom on stiff stems.

Root \$1.00.

FULL MOON (F. Dec.)—Canary yellow. Here is a variety that can truthfully be called a superlative Dahlia. The large distinctive blooms are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. Best bloom in show at San Diego, Calif., 1934.

Root \$1.00.

FOREST FIRE (I. Dec.)—This may be classed as a bi-color and a Dahlia of great beauty. A distinct lemon yellow at base of petals, then shaded a rich scarlet towards the tips. Awarded certificates at Storrs, and East Lansing Trial gardens.

Root \$5.00. Plant \$2.50.

GORGEOUS (I. Dec.)—The color Rhodonite pink with tinge of pale yellow, reverse rocellin purple veined pale yellow, general effect salmon.Root \$1.00.

HELEN S. FRASER (F. Dec.)—Another fine Dahlia originated by George W. Fraser, named after his most attractive daughter, Helen. Formal decorative are not very plentiful and it is a pleasure to present this one for the first time. Color according to Ridgeway's color chart is prairie yellow at center, outer petals alizarine pink, a most attractive combination of colors. It has clean, upright growth with flowers carried high above the foliage. Certificate at Storrs.

Root \$7.50. Plant \$5.00.

LOLA (F. Dec.)—We are shy on formal decorative type Dahlias, so we recommend this fine exhibition Dahlia. It grows very large with little coxing. It has strong rigid stems, it is a medium tall grower. Color, deepest orchid, overlaid with reddish cast. Petals broad, twisted, and curled like ribbons.Root \$1.00.

HAPPY CHOICE (Inf. Dec.)—Although it is on the border line of the formal type. From among the new sorts we chose this one to introduce and we consider it a **HAPPY CHOICE**. Upstanding, very large and free blooming, with the blooms above the foliage on the best of rigid long stems, it is one of the largest we have grown, 13 inches without forcing. Insects do not like this variety, it is too sturdy and thrifty for them to feast on. The color is very pleasing, but hard to describe, perhaps the best description would be, light salmon orange with tones of coral pink. Yes, it has a Show record, runner up at one Show for the Achievement Medal and three firsts as an undis-seminated seedling. Just started on its journey in the footsteps of our former introductions. We do not exaggerate about our Dahlias and when we say, this is one of the best of our introductions, we mean it. If you do not agree, we are ready to refund the purchase price.
Root \$5.00. Plant \$2.50.

IDA PERKINS (Dec.)—One of the best exhibition whites to date.Root \$1.00.

JESSIE CRAWFORD (Inf. Dec.)—This variety is offered through the courtesy of George W. Fraser, president of the American Dahlia Society. It is of course an Honor Roll Dahlia, in fact it was on two Honor Rolls in 1934. We can call it very nicely an ivory white with blendings of cattleya pink, with petal tips a deep cattleya rose, so much admired in the cattleya orchid. The bloom is large and held erect on the best of stems well above the foliage. Root \$7.50. Plant \$3.50.

KARIOL (C.)—One of the most attractive Cactus Dahlias that we have seen. In size this in keeping with the cactus type, free blooming, perfect stems, color salmon pink, with light yellow at base of petals. Winner of many awards.
Root \$1.00.

LAVINIA BROOMALL (Am. Cac.)—Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.Root \$1.00.

LORD OF THE AUTUMN (Inf. Dec.)—This variety did its full share of prize winning and no doubt will be a future as one of the standard varieties. The color is deep golden yellow and the blooms are of the largest size, making it most desirable for exhibition.
Root \$4.00. Plant \$2.00.

MISS BELGIUM (Cac.)—Perhaps there are few Dahlias of medium size before the public today that have attracted more attention than Miss Belgium. In 1934 this creation was quite popular with the judges at the Boston, Mass., Dahlia Exhibition, when they were awarding the prize for the best bloom in the show. It is always covered with bloom with wiry, but perfect, long stiff stems. Color, bright orange-red.Root \$1.00.

MY MOTHER (I. Dec.)—A new medium size white Dahlia with fine habits. The best of stems holding bloom erect.
Root \$1.00.

MARIANNA (Semi-Cactus)—It is a beautiful Amaranth pink with a silver sheen which greatly enhances its beauty. Description does not do this fine exhibition Dahlia justice. It must be grown to appreciate its real beauty. To grow it is to love it. A 1934 introduction that more than made good.
Root \$3.00. Plant \$1.50.

MONMOUTH CHAMPION (D.)—This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size and brilliant orange flame color that fairly glistens from its own color.Root \$1.00.

MONTALVO (Inf. Dec.)—Golden bronze shading to a deep bronze center. Size seems to characterize most of our introductions this year, but not at the expense of beauty. We have been asked repeatedly for extremely large ones and this time we are able to supply them with a vengeance. Montalvo is another 12 inch Dahlia when grown with ordinarily good care and it has proportionate depth and strength of stem.Root \$1.00.

MURPHY'S MASTERPIECE (Inf. Dec.)—Since we introduced this variety it has won in almost every class where it has been exhibited. It stands at the top as the largest and best decorative winner not only for 1933 but also for 1934, and with the new crop of introductions for 1935 it has cleaned up almost all opposition. There is no other red that is even near it today. Satan, the semi-cactus, another of our introductions, has battled it when it came to picking out the largest and best bloom in the show. We have two certified certificates from two customers describing one bloom of 17 inches and another 17¼ inches in diameter. Who can beat this for size? Our stock is very limited, therefore would advise ordering field grown stock direct from the introducer now. You are sure to get good stock, correctly tagged and guaranteed to please.
Root \$4.00. Plant \$2.00.

MASTADON (Inf. Dec.)—Some growers describe this as semi-Cactus but perhaps it would be better to place it under the informal decorative class, anyway, it is a gem of the first water. It is one of those Dahlias that lingers long in one's memory, it has color, it has size, stem and everything to place it among the leaders from abroad. It is massive in size, color is rich amber or apricot. No collection is complete without this new Dahlia with its new color.Root \$1.00.

NORRINE NEWSOM (Inf. Dec.)—It is a new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long, straight stems and of perfect form.Root \$2.00.

NOB HILL (I. Dec.)—Pale orange. Occasionally you see a bed of Dahlias containing so many blooms that there does not seem to be room for one more. That is how Nob Hill looked last September.

In the first crop from eight to a dozen large flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the blossom is another feature to be considered.Root \$2.00.

PALO ALTO (S. C.)—Bright pinkish salmon shading to sort of salmon gold at the center. "Perfection" would have been an appropriate name for this Dahlia. It has everything. Color is positive and clear both in and out of doors; moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed.Root \$2.50.

PEKIN (For. Dec.)—Deep cerise rose. The color of this Dahlia somewhat reminds one of that oriental shade sometimes called Chinese pink. The many petals of the large flower are quite regularly placed but are somewhat quilled toward the center so that the general effect is not severely formal. Long, strong stems hold the flower up well, and the growth of the plant is vigorous and healthy. ...Root 1.00—Three for \$2.00.

PAUL PFITZER (Cac)—Another of those gems that are hard to beat when arranged in a basket or vase. The beautiful color, the formation of the bloom, the long stiff stems, its cut and come again habit, the clean foliage moulds itself into one of the finest garden and exhibition cactus that has yet been produced. Color is chamois pink.
Root \$1.00 net.

PHANTOM (Inf. Dec.)—A few years ago we all admired Mr. George Stillman's Dahlia "Our Country" in color and size, but the stem was nothing to write home about and yet Mr. Stillman sold plenty at \$50.00 per root. Since then we have been trying to find a real Dahlia with the same color combination but with a perfect stem. We believe that our hunt is at an end, as Phantom is the answer. It has a perfect stem carrying the big bloom high above the foliage, which is insect resistant, the color is royal purple, with every petal tipped and edged pure white. We have never seen an imperfect bloom as to color or otherwise on this variety.Root \$2.50 net.

RUBY TAYLOR (I. Dec.)—The clear self color is difficult to describe but the nearest color we could find in the color book was Carmine. The habits of this Dahlia are nearly perfect. It has long, stiff stems, is an open growing bush, and needs no pruning to produce large, deep bloom.Root \$1.50.

SONNY BOY (I. D.)—A monster old rose slightly striped and tinged old gold Dahlia that made an excellent record the past year, winning in all the major shows where exhibited.Root \$1.50.

R. P. RUTHERFORD (Semi-Cactus)—We could describe it better by calling it twin of our famous "Satan." It has great size and a color all its own, the blooms

are huge in size, held perfectly erect on the best of long rigid stems, and is it a free bloomer of exhibition size. Yes, and then some. But it's the color that is something to rave about, but difficult to describe, golden orange, flushed, veined and deepening to red. We have booked many orders on this variety and will be sold out early. May I just add a word to our friends, if you are looking for a real honest to goodness semi cactus, order a root of this variety now.Root \$2.50.

ROSE TRIUMPH (S. C.)—A lovely semi-cactus of medium size, but just right for interior decoration or basket and vase arrangement for the show room. It has a color all its own, pure rose, suffused and tipped with violet, fine habits and one of the most popular in our 1934 test garden.Root \$1.00.

SULTANA (Dec.)—Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is one that is hard to beat in its class and has every good quality. One of our best Dahlias.Root \$1.00.

SATAN (S. C.)—Flaming red with a slight touch of gold at the center. The very fine picture shown herewith was sent us by our customer in Japan. This 14-inch bloom won as the largest and best bloom in the show at Sapporo, Hokkaido, Japan. In previous catalogs we have listed a number of prizes won as Best or Largest in many of the leading shows, including an Achievement Medal. We told of its record at Storrs' Trial Gardens and its place on the Roll of Honor and of similar honors won at the World's Fair, at New York, San Francisco, and other shows too numerous to mention. Satan has headed many popularity contests, such as the one conducted yearly at the Bronx Park Botanical Gardens, New York City, the "Garden Quarterly" on the Pacific Coast, and the one published this year in the Flower Grower. Doubtless it is the most popular Dahlia in the world today. Certainly no Dahlia is more sensational or spectacular than this giant cactus. A reliable New York grower reports he grew Satan 16 inches.
\$2.00.

STRONGHEART (Form. Dec.)—There are a great many Dahlias of Autumn shades, but never have we grown one that had such a lasting impression on us. The flowers are very large and of pure gold in color, but a vivid gold, one that fairly sparkles in the sunlight. The blooms are very large—we had several close to 11 inches, with very little disbudding. They are held facing sideways on exceptionally long, strong, cane-like stems, well out and above the tall growing plant, with heavy, leathery, insect-resistant foliage, and never fails to attract by its gorgeous coloring; can easily be seen clear across a field. A clean thrifty grower, height seven feet.Root \$2.00.

TOWERS EMPIRE (Inf. Dec.)—Here is one Dahlia that should be grown in every garden, and one that we can very highly recommend. The flowers which are

large are of a clear gold in color, with amber shadings in the center, and are of good size, and held at a forty-five degree angle on exceptionally long, strong, stiff, rigid stems, high up and well out of the foliage of the tall growing bush, the foliage is very odd, being thick and fern-like, is an early and very prolific bloomer, and have counted as many as 20 blooms on the plant at the one time. A good, strong, vigorous grower, height about seven to eight feet.

Root \$10.00. Plant \$5.00.

THE SHRINER (F. Dec.) — Formal decoratives are not very plentiful especially in new color combinations, but in this new Dahlia we have something really different in color, a rich Oriental red, with all the center petals edged and tipped gold and an overcast of lavender almost like a haze. Have never seen a Dahlia of such color combination. Stock limited.Root \$2.00.

THOS. HAY—A giant in very truth. of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. One of the best Dahlias in our garden. Root \$1.00.

TYRUS (C.)—This variety a winner of highest awards in Holland. Color tyrish-purple, very pleasing and unique. The graceful formed flowers are carried on long, wiry stems.Root \$3.00.

THE FIREMAN (Inf. Dec.)—This grand Dahlia has made many friends the past three years not only in our home gardens but in the American Dahlia Society official trial garden at Storrs, Conn., where it was awarded a Certificate of Merit in 1933. At the New York Botanical Gardens it was well up among the leaders of the popularity contest and at Boston it won The American Home Achievement Medal, and to end the year successfully it made a happy landing among the elite of the Dahlia world on The American Home Honor Roll. There are many other awards that could be credited to this creation. The Trial Garden report contains such comments as: Spectrum red,

dazzling, occasional stripes and tips of petals mustard yellow. Flowering habit prolific. Very showy and free flowering. Mr. Derrill W. Hart, Dahlia expert, describes it as follows: "This variety is a flashy cardinal red with golden flushes and golden tips at center of the flower." This variety has won the approval of many Dahlia experts. It's flashy, it's striking, it's a proven winner of major awards.

This hot-spot of a Dahlia sure made them sit up and take notice the past season as it seems to have a color all its own. One grower writes: "The visitors rush across the garden to see this flaming, dazzling creation," and when you see it you will not wonder why. I know of but one other Dahlia that compares with this for a vivid color and that is our new introduction "Don Juan" but the type is entirely different. A great root maker.Root \$5.00. Plant \$2.50.

VICTORIA (Incurved Cactus)—Without doubt this incurved cactus tops all other Dahlias of this type. No collection is complete without a few of the best cactus Dahlias. We have tried out many and this is the best incurved rich yellow that has been produced to date.Root \$1.50.

VIOLET WONDER—The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich naphthaline violet, with an underlying tone of royal purple, with bluish lavender reverse.Root \$1.00.

WHITE WONDER (Inf. Dec.)—The bush grows to a height of 5-6 feet, is wide spreading and many branched, from the ground up, making it possible to cut large blooms on 2-4 foot stems. Foliage is very thick and leathery-like, rendering it practically immune to insect injury.

Root \$1.00.

YELLOW WONDER (Inf. Dec.)—This is another of the celebrated Broomall introductions that has made good. The color is a deep rich yellow, the blooms are very large and held erect on long stiff stems. If you are interested in a first class exhibition flower at a low price, try this one.Root \$2.00.

DAHLIA SEED

We have a very limited supply of seed from the large blooming varieties that are winning prizes everywhere. It must be remembered that growing Dahlias from seed is very interesting but too much should not be expected as to the results obtained. It is very difficult to originate a real worthwhile Dahlia. You will get many kinds and colors and you may get a good one, but it's all a gamble. We cannot control the conditions under which the seeds are planted and we do not guarantee results, nor will we be in any way responsible for the crop. This is the condition upon which orders are accepted. 50 seed \$2.50, 100 seed \$5.00 net. Extra choice hand-pollinated California seed, 50 seed \$5.00, 100 seed \$10.00 net.

DAHLIA COLLECTIONS

Your choice of six of any Dahlias listed at \$1.00 for \$5.00. Our selection of six of any Dahlias listed at \$1.00 for \$4.00. Special collection of first class Dahlias, all different and all tagged with their proper names at \$25.00 per dozen and \$10.00 per dozen net. These collections will include varieties that would cost at least double the above amount if bought at catalog prices.

Our "Win a Prize" Contest Winners

We are the exclusive originators of the plan to offer yearly prizes to those who can produce certified measurement of bloom grown from our introductions. We herewith present the winners of our 1935 contest:

FIRST PRIZE: Won by John P. Fushek, 61 Centre Avenue, Plymouth, Pa., with Murphy's Masterpiece. Size of bloom $17\frac{1}{8}$ inches. This measurement was certified by Joseph Runski, Justice of the Peace, Plymouth, Pa., Sept. 23, 1935.

SECOND PRIZE: Won by H. H. Robens, 41 Hall Avenue, Chagrin Falls, Ohio, with "Satan", size of bloom $14\frac{1}{2}$ inches and $10\frac{1}{2}$ inches deep.

THIRD PRIZE: Was a tie, therefore, the winners will receive equal third awards. Joel A. Watson, 1110 Trafalger Street, London, Ont., Canada, won with 14-inch bloom of California Idol and 8 inches in depth.

Ernest E. Tooker, 100 Windsor Avenue, Rockville Centre, L. I., N. Y., won with a 14-inch bloom of Margaret E. Broomall.

We received several letters from customers telling us about their giants grown from our introductions but their measurements were not certified, therefore, they were not eligible to compete for our prizes. Have your measurements certified.

Win a Prize This Season

This season we are going to offer the following prizes to the growers of our introductions, old or new. The first prize will be \$15.00 worth of Dahlia stock to the grower who produces the largest bloom in diameter on any of our introductions except Murphy's Masterpiece and Satan. The second prize will be \$10.00 worth of Dahlia stock for the next largest bloom. The third prize will be \$5.00 worth of Dahlia stock to the grower who produces the third largest bloom on any of our introductions. The only restrictions connected with this offer are, the bloom must be measured before a Notary Public, Justice of the Peace, Mayor of a City or Selectman of a town as witness, or at least two judges at a flower show. Use this blank.

Name of Grower.....Date.....

Street.....

City or Town.....State.....

Name of Dahlia.....Size of Bloom.....

The above grower has appeared before me and I have measured the
flower mentioned above and found it to be.....inches in Diameter.

Signed.....Official Office.....

City or Town.....State.....

This blank is furnished for your convenience, but any signed statement will be acceptable.

This contest is open to all growers. Selection to the amount of prizes may be made from our 1937 catalog by the winner, except 1936 introductions. No grower can win more than one prize. This contest closes December 1, 1936 and data must be in our hands not later than that date.

Wins Many Major Awards

At National Dahlia Show in England, our "Chas. G. Reed" was awarded the best bloom in the show, our "Eagle Rock Fantasy" was the best bloom shown by an amateur. "Chas. G. Reed" was the best bloom in their 1932 show also. These blooms were grown by an amateur. "Margaret E. Broomall" was exhibited by Mrs. John A. Jebens, Blue Island, Illinois, at the World's Fair in 1934, and was awarded the double blue by the judges making it the best bloom in the show. Mrs. Jebens was also awarded the best bloom in her division in 1935 with "Margaret E. Broomall" and a letter from an official writes: "This bloom would have been the champion of the show, had it not been for another bloom of another variety grown under cloth being shown for the best in the show." Ed. J. O'Keeffe, Cold Spring, N. Y., "California Idol" won for best in the Consolidated Gas and Electric Company show in New York, and many other high awards with our introductions. Our new variety, "California Peach" was the big noise at the Boston show in 1935, winning all the highest awards. Our "Golden Jewel" in the only show entered won for best seedling and largest and best bloom in the show in 1935.

NOTICE

It must be distinctly understood that all orders for our new 1936 introductions quoted in this catalog must contain the following clause:

In consideration of the acceptance of this order, the purchaser agrees that up to June 15, 1937, the purchaser will not sell or quote prices on any roots, clumps, cuttings, rooted or otherwise, or green plants, or pot-roots produced from these 1936 introductions, for less than the prices quoted for the same by the seller in his official price list, catalog or catalogs.



Master Drayson and "Major Messervy"

More Facts

You can't win the prize for the largest bloom any more with a 10-inch bloom, it must be full and flirting up around fourteen inches to carry off this honor. Others may advertise about their giants, but few are ever seen in the show room, but our introductions are doing it all over the world. It's on what our customers do with our Dahlias that we build our publicity program and not what we claim our Dahlias will do. But we are sincere when describing our new introductions, we told you about "Murphy's Masterpiece," "Margaret E. Broomall," "Eagle Rock Fantasy," "Satan," "Chas. G. Reed," "California Idol" and a host of others and we challenge the world to produce better Dahlia of the same color, or larger Dahlias in any color. In offering our new 1936 introductions we have given you an honest description of each variety, not for the sole reason of getting your money, but we want you to be successful and we believe you will be if you have confidence in our statements and those of our customers. We both can't be wrong.

USE THIS ORDER SHEET ONLY

WHEN ORDERING

MARGARET E. BROOMALL

U. S. Plant Patent No. 36

SUCCESS DAHLIA GARDENS

Charles G. Reed, Prop.

171 FERRY STREET, LAWRENCE, MASS.

Date.....

Amount Enclosed.....

How many plants.....

ROOT \$25.00 NET — (May 1st Delivery)
PLANT \$15.00 NET—TWO PLANTS \$25.00 NET

NOTICE AND AGREEMENT

This "Margaret E. Broomall" variety of Dahlia is protected by Plant Patent No. 36, issued by the United States Patent Office, October 18, 1932.

The purchaser is hereby given by the patentee, Charles G. Reed, Proprietor of Success Dahlia Gardens, the right to grow this root or plant for his own use and enjoyment and to sell cut flowers therefrom, but he is specifically prohibited from reproducing this variety by any means other than the natural growth from whole roots and not from cuttings, and neither roots nor plants may be sold, leased, given away, or otherwise transferred without the written consent of patentee.

It is a further condition of this sale and a consideration of the limited license hereby granted, that any sports or mutations that may develop from this variety shall become the property of the above named patentee and that as special compensation thereof, the discoverer of any such sport or mutation, shall be entitled to one-fourth interest in any patent which may be issued thereon.

I have read the above NOTICE AND AGREEMENT and will abide by and carry out the conditions of sale as set forth therein.

Sign in writing your name.....
or firm name. (Write it plainly)
(Ladies will please use the prefix Miss or Mrs.)

If a firm, ordered by.....

Street.....

City.....

State.....

Use other side when ordering Standard Varieties.

USE THIS ORDER SHEET WHEN ORDERING

New and Standard Varieties

issued by

SUCCESS DAHLIA GARDENS
171 FERRY STREET, LAWRENCE, MASS.

Attention: In consideration of the acceptance of this order for any of the below 1936 introductions, the purchaser agrees that up to June 15, 1937, the purchaser will not sell or quote prices on any roots, clumps, cuttings, rooted or otherwise, green plants, or pot roots produced from these 1936 introductions, for less than the prices quoted for the same by the seller in his official price lists, catalog or catalogs. This agreement covers only the purchase of our 1936 introductions.

Date _____ Amount Enclosed _____

Your Name _____
(Write it plainly. Ladies will please use the prefix Miss or Mrs.)

Street _____ City _____

County _____ State _____

Shall we substitute any that are sold out? _____

About what date do you want them shipped? _____

HOW MANY ROOTS	HOW MANY PLANTS	NAME OF DAHLIA	PRICE
		New 1936 Introductions— Azura California Peach (Plants Only) Cherokee Golden Jewel Miss Glory Mona Lisa Romeo	
		Other Varieties	

Note: If plants are to be sent special delivery please add 25 cents to cover this service.

Use other side when ordering Margaret E. Broomall.

Still More Facts

At New York show, "Margaret E. Broomall" was the best white and the best bloom in the amateur division. This variety was shown by Mr. and Mrs. A. Swoboda, Ridgefield Park, N. J. It was also the largest bloom in the show. If you could have visited the Dahlia exhibition held in Sapporo, Hokaido, Japan, in 1935, you would have seen our introduction "Satan" being crowned the largest and best bloom in the show, just another 14-inch bloom of this champion. At the Columbus, Ind. Dahlia exhibition in 1935, there were over fifty seedlings on exhibition and in the report as published in the American Dahlia Society Bulletin, November issue, page 50, two of our seedlings grown by Raymond H. Sparks won two first prizes, this again proves that our introductions are larger and better. At Storrs' Conn. Trial Garden, our new 1936 introduction, "Miss Glory" produced the largest bloom for the 1935 season, twelve inches, this was not so bad when it was contesting with about 150 other varieties, it was also the second highest scoring Dahlia in the garden and the largest semi-cactus at the trial gardens last season, and perhaps the largest bloom of any type on trial in 1935. We could go on and on telling about the continued success year after year of our introductions winning more major awards than Dahlias from any other introducer. We have mentioned these recorded facts, so that you too can win your share of prizes if you have the right Dahlias to do it with.

Cut-Flower Varieties

We have had many inquiries for cut-flower varieties that can stand shipping and that can stand up extra well after cutting, so I wrote a large shipper of Dahlia bloom to the New York market for a list of the best and most popular varieties, and naturally these being grown by thousands they are mostly the older varieties, and every one is among the prize winners today. We take pleasure in recommending these Dahlias as the very best for cut-flowers, for home decorations or for roadside stands where there is a demand for cut-flowers. Any varieties listed below 75 cents each, three for \$2.00, six for \$3.50, twelve for \$6.00.

AVALON (F. Dec.)—This splendid variety of clear bright yellow heads the list in its color in the New York market.

ELLINOR VANDERVEER (F. Dec.)—One of the best for interior decorations. A satiny rose pink, long stems, free bloomer.

ELKRIDGE (S. C.)—A thoroughly dependable variety that we can heartily recommend as a good all-purpose white. A beautiful flower.

F. W. FELLOWS (C.)—Large exhibition cactus variety of bright orange, but still the best cactus for cut-flower. A favorite color.

IDA PERKINS (F. Dec.)—Another fine white for exhibition or cut flower.

JERSEY BEACON (F. Dec.)—An old timer but still a great favorite. It has size a plenty, fine stems, a prize winner of note. Color Chinese scarlet with paler reverse.

JERSEY BEAUTY (F. Dec.)—The champion of all cut flowers, as well as a prize winner of world wide reputation. Color erosine pink. Unexcelled for all purposes.

JERSEY TRIUMPH (F. Dec.)—A real Autumn shade of bright copper flushed with salmon bronze. A great cut-flower variety.

JANE COWL (I. Dec.)—A great favorite and an all-time champion among the elite of the Dahlia world in the show room or in the garden. Old gold and salmon.

NATHAN HALE (F. Dec.)—Splendid cut-flower of deep orange bronze on long stiff stems. Plant. early.

ROSE FALLON (F. Dec.)—A champion of its day and still one of the best ever produced. It is a magnificent Dahlia of self color, deep old gold. A long lasting flower when cut. Exhibition flower too.

SANHICAN BEAUTY (I. Dec.)—This is a general favorite on account of its exquisite coloring and excellent habits. A salmon shaded coral.

YANKEE QUEEN (F. Dec.)—A unique coloring of true pink, shading lighter.

LE TOREADOR—Another crimson that is a good cut-flower.

MRS. C. D. ANDERSON—Quilled petal. Color maroon.

MEMBER

American Dahlia Society and Honorary Vice-President.

Dahlia Society of California and Honorary Vice-President.

Dahlia Society of Ohio.

Dahlia Society of West Virginia.

Dahlia Society of Michigan.

Dahlia Society of Indiana.

Central States Dahlia Society.

Associate Editor Mid-West Dahlia News.

Dahlia Society of New England and Past President.

National Ass'n of Commercial Dahlia Growers, Inc., Organizer and Past President.

Chairman American Dahlia Society Trial Garden Committee.

Lawrence Chamber of Commerce and First Vice-President.

Massachusetts Horticultural Society.

Reference: Bay State Merchants National Bank, Lawrence, Mass., or any reliable Dahlia grower in this country.



SATAN

This was the largest bloom exhibited in Sapporo, Japan,
held by the child of a customer.

Clean Out Sale of Root Stock

We may have a surplus stock of fine standard varieties after the rush of spring sales and having decided to confine our entire efforts to the very newest varieties more than ever, we will greatly reduce our planting of the older varieties, therefore on June first, we shall prepare a list of those that we shall no longer grow, or list, at greatly reduced prices. This will be a real bargain sale, but in fairness to our competitors we cannot reduce our prices before June. There may be only ten roots of some good variety, so send for list early and save in your buying. June is the Dahlia planting month.